

# WASHINGTON DEPARTMENT OF HEALTH, COMMUNICATIONS OFFICE NEWS RELEASE CHECKLIST

A sequential checklist of things that must be accomplished/confirmed prior to issuance and distribution of all Washington Department of Health news releases:

- ❑ **FIRST DRAFT (select applicable option):**
  - Originated by program staff?
  - Originated by Communications Office staff from program background?
    - Should Mary Selecky (policy, overview, tobacco) or Maxine Hayes (health issues) be quoted in this release?
    - Should local health jurisdictions be notified/consulted in advance?
- ❑ **CONFIRMATIONS:**
  - Correct telephone number and availability of program staffer on news release day
  - Confirm number and availability of Communications staffer to be listed as contact
  - Confirm that any URL (Web link) is functional
- ❑ **SECOND DRAFT REVIEW (semi-final) after program approval:**
  - Hard copies to Media Relations manager & Communications Director for review
  - Submit hard copy to Administrative Assistant for proof-reading
  - Adopt revisions that result from these reviews
- ❑ **FINAL REVIEW (final draft):**
  - If review of second draft caused substantive content changes other than readability, grammatical, etc., re-submit to program
  - Once final revisions have been adopted, submit to Assistant Secretary or designee for management approval
    - Submit to Secretary Mary Selecky if required
- ❑ **FINAL PREPARATION FOR DISTRIBUTION (mandatory before ANY news release is issued):**
  - Assign the news release a number, in sequence, and use it as the file name
  - Post the news release, using news release number as file-name, to the S-Drive
- ❑ **DISTRIBUTION NOTICE:**
  - Compose an e-memo announcing the issuance of the news release, including target audiences (media fax lists), expected date and time of distribution
  - Distribute to: SMT-PLUS, PMT, NEWS, Webmaster, Access Washington
  - Submit hard copy and completed fax distribution request form to admin. assistant
- ❑ **DISTRIBUTION:**
  - Send distribution notice (above) BEFORE issuing news release
  - Fax the news release
  - Post hard copy on Communications Office bulletin board
    - Remove oldest of news releases from bulletin board (maximum total of three should be posted)